

PRESS RELEASE

GoECart Raises the Bar for Online Retail with Breakthrough 'All-in-One' Ecommerce Suite

'GoECart 360' Empowers Growth-Focused Merchants with the Same Powerful, Integrated Suite of Applications Used by the Top Internet Retailers

Bridgeport, CT, May 21, 2012: GoECart® today announced the immediate availability of GoECart 360, the world's first web-based, [all-in-one ecommerce suite](#) targeted at emerging brands and growing midsized retailers. The new solution provides a single, integrated set of applications that combine an advanced ecommerce platform with [multi-channel order management](#), inventory management, fulfillment, CRM, and much more. The ecommerce suite even automates selling on the leading comparison shopping engines and online marketplaces like Amazon.com® and eBay® for merchants.

"GoECart 360 is the ultimate choice for merchants who want to offer the complete multi-channel shopping experience expected by today's smart and empowered consumer," said Manish Chowdhary, GoECart's CEO. "Our award-winning ecommerce platform combined with the full set of back-office applications required for running an entire online business is a breakthrough combination that makes GoECart 360 the clear choice for merchants who want to grow profitably—even in this economy."

GoECart 360 helps merchants circumvent huge back office integration costs and hassles while delivering the sophisticated features shoppers have come to expect from leading online destinations. Previously such technology was only within the reach of large merchants with massive IT budgets. GoECart 360 changes that.

The new modern ecommerce software suite was built from the ground up for the 21st century merchant. It raises the bar for online retail by delivering a unified ecommerce suite that enables online sellers to:

- Grow revenues through multi-channel selling
- Better manage orders, inventory, and customer relationships
- Consolidate detached back office systems
- Automate key business functions across all departments, including sales, marketing, customer service, inventory, order fulfillment, purchasing, and returns
- Obtain real-time data on demand for better decision making

GoECart was recently featured among leading ecommerce offerings targeted at small and mid-sized businesses (SMBs) in Forrester® Research 2012 Guide, *Selecting Your eCommerce Solution Across North America And EMEA*.

Finally - True Multi-channel Ecommerce

GoECart 360 enables true multi-channel commerce whereby online and offline channels can operate as a single company. Through centralized [web-based inventory and order management](#), the ecommerce suite allows merchants to sell with confidence across all channels — web storefront, brick and mortar stores, call center, etc. — and through leading comparison shopping engines and marketplaces like Amazon.com, eBay, Buy.com, etc. In addition, GoECart 360 helps build customer loyalty by letting consumers shop using the devices they choose whether PCs, Macs, iPads, tablets, iPhones, smartphones, and others.

The Industry's Easiest to Use Ecommerce Software

GoECart 360 leverages state-of-the-art web and cloud computing technologies to provide a modern and highly intuitive software design that is simple to use yet super fast and highly responsive. All aspects of the [ecommerce software suite](#) have been designed with ease of use in mind without compromising the powerful functionality that retailers need in order to succeed today.

“At GoECart, we call this *revolutionary usability*,” Chowdhary explains. “Site administrators, marketers, merchandisers, and customer service staff are immediately more productive with a single, highly intuitive web-based console with real-time updates and WYSIWYG tools. Put simply, GoECart 360 is the industry’s easiest to use ecommerce software, bar none,” he said.

Margaret Kim, Director of Marketing at GameQuestDirect, a leading retailer and distributor of video games and ranked #1499 in *Inc.* magazine’s list of America’s 5000 fastest growing companies, said, “After spending six months evaluating dozens of different ecommerce and order management software vendors including the popular enterprise players, none came close to being as complete and reliable as GoECart 360. From managing inventory to processing orders to assisting customers across 15+ sales channels, GoECart 360 has immensely improved our day-to-day operations across every department. Our site administrators are no longer dealing with painful and slow manual processes, and we have everything running like clockwork. GoECart has made us immediately more productive and saves us both time and money.”

Provides an Intelligent 360 Degree View of Your Entire Business

GoECart 360 empowers business managers with the ability to view and share real-time data on demand, leading to greater collaboration among departments, increased productivity, and better decision making. Customizable reports and dashboards provide comprehensive business intelligence with key performance indicators (KPIs) for orders, inventory, revenues, fulfillment, purchasing, profitability, and other metrics. In addition, a host of robust, web analytics options allow marketers to examine site traffic, customer buying behaviors, conversion funnels, and more. The integrated business software suite also gives customer service representatives a full, 360-degree view of customer activity resulting in improved customer service for the merchant.

No Software, Just Solutions. No IT Required.

To further help businesses drive efficiencies and reduce costs, GoECart 360 is delivered via the software-as-a-service (SaaS) model. This means GoECart clients reap all of the benefits of an outsourced solution along with the flexibility that has traditionally been provided by licensed software. SaaS advantages with GoECart 360 include faster time to market, affordable pay-as-you-go pricing, dramatically lower IT costs, frequent and seamless upgrades

through continuous innovation, and the ability to focus technology budgets on critical customizations that drive competitive advantage, rather than on technical infrastructure.

Expert Professional Services for Rapid Implementation and Continued Success

GoECart also provides leading-edge professional services and training programs that ensure rapid implementation, lower risk, and continued, long-term success. Existing online retailers can choose to migrate to GoECart 360 quickly with the company's accelerated implementation program that helps them upgrade and consolidate from multiple disparate systems.

An Unbeatable Value for Your Ecommerce Technology Investment

GoECart 360 provides an unbeatable value for a merchant's ecommerce investment. It is more affordable than competing and so-called "enterprise" products and "on-premise" software applications that offer fewer native features and require pricey add-ons to complete the solution. It also eliminates the costly and time-consuming integration cycles often associated with using a patchwork of disconnected systems.

"GoECart 360 is truly the perfect scalable all-in-one ecommerce solution for any serious growing business looking for an enterprise class platform without breaking the bank," Kim of GameQuestDirect added.

Interested merchants can contact GoECart to request a free ecommerce strategy review or an evaluation of their current systems. For a recent presentation given by GoECart's CEO on the state of ecommerce today and benefits of GoECart 360, visit: http://www.goecart.com/Products/All-in-One_Ecommerce_Suite.aspx.

Pricing and Availability

GoECart 360 is available now. For more information about pricing, a personalized demo, or to learn more about how GoECart 360 can improve your business performance, visit GoECart's new website at www.GoECart.com or call GoECart Sales toll free at **(877) 243-3612**. From June 5-8, GoECart will be exhibiting at Internet Retailer Conference & Expo 2012 in Chicago. Merchants interested in seeing GoECart 360 in action are encouraged to stop by the company's trade show booth (**booth #1720**) at the event.

About GoECart

GoECart® provides integrated, [on-demand ecommerce solutions](#) that empower retailers to sell more goods and services more efficiently. Our flagship, all-in-one ecommerce suite, GoECart 360™, combines a powerful ecommerce storefront with multi-channel order and inventory management, fulfillment, CRM, and much more. GoECart 360 enables merchants to sell across all major customer touch points—web storefronts, "brick and mortar" stores, call centers, mail order catalogs, and the leading online marketplaces. We help companies grow revenues, automate business processes, streamline IT costs, and achieve greater profitability. GoECart's comprehensive ecommerce technology solutions offer the ultimate in reliability, scalability, and flexibility demanded by the world's busiest ecommerce sites. And our expert professional and implementation services ensure speed to market while keeping our clients at the forefront of ecommerce.

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